



THE MASSEUR



American
Association



Masseurs
Masseuses

OFFICIAL BULLETIN

July 1954

DECATUR, ILLINOIS

On To Davenport Aug. 5,-8.



CONVENTION NEWS

I am appealing to each and every member of the A.A.M.M. to attend our National Convention. If not for the full time, at least one day. So you may become acquainted with other state operators, and their working ways. The high light of any convention is the banquet of course. We hope to make this a long remembered convention.

Once attending a convention, I am sure that the enthusiasm gained will give you the urge to attend future conventions, as the good you derive is more than I can tell you in many words.

Think it over members. Let's get together with the gang and have a good representation. Some times we hear a member say 'I don't know whether to stay in the club or not. I don't get anything

out of it.' Why not? Is it the fault of the club? If we stop to think, we know we must give to get. What have you given for our 1954 Convention?

A fellow joined a club one day and then he up and stayed away. He paid his regular dues alright, but of himself gave just a mite. Now of this club he soon grew tired,

and said it never him inspired. He stayed a member for a year, and then he left—without a tear.

Evelyn M. Shubert,
Sec'y-Treas. Iowa Chapter.

MR. D. S. C.

May, 1954

Mr. D.S.C.:

We would like to take this opportunity to again thank you for being our guest speaker at our state convention, I am sure that

you gave every member plenty of food for thought, and made them realize that in time a national affiliation will be our only answer, to help protect our profession.

A number of members have spoken of their desire to join the A.A.M.M. personally, so we hope that you will hear from them in the very near future.

M.M.C., Florida

BERT STONE ACQUITTED ON MEDIC CHARGE

Judge Henry F. Turner ruled in Caddo District Court Friday afternoon that the Louisiana Board of Medical Examiners failed to make a case of violation of the state medical practices act against J. Bert Stone of 643 Egan St.

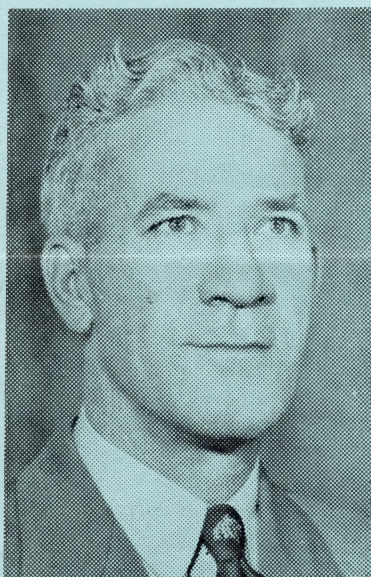
The board had sought to enjoin
(Continued on Page 3)

MAJ. VICTOR M. JAMES
JAMES STONE
ILLINOIS

THE MASSEUR

Published in Decatur, Ill.
Dr. Chas. W. Brooks Editor

President's Message



EARL F. ALEXANDER

REMINISCING

Once again we come to the season of vacations. This is one time of the year that I always plan for, look forward to meeting the people who I have been associated with and hope that we may achieve greater things. I have just been going through my mail. Some of the ideas that have been offered from our conscientious members who want to see each other succeed.

First of all, I would like to pay my respects to J. E. Dude Aldrich of that wonderful State of Arkansas. What a great loss the Association has received by this man going into retirement. I personally, would like to pay my respects to Dude for his untiring efforts to bring about better things for his friends and for the Association. I do not have the time and space to give this man credit at this time. However, there are a number of outstanding members still active in the Arkansas Chapter, and it is my

wish that they send a delegate of their most capable members to our Ninth Annual Convention.

I am going to mention a number of States in honor of the people who are courageous enough to want to be outstanding in their profession who are not ashamed to divide themselves from hundreds of practitioners lacking the ability to face the public for what they really are.

May I say thanks for Arizona for her effort in getting started, also, to California. I personally know that there are hundreds of practitioners in California and still so few who want to stand up and be counted. Looking over my list I see that Canada is not even holding her own. Perhaps, if they come and attend our Convention they will learn that they too would like to be a part of this Association.

Colorado, congratulations for an effort. Florida, this is amazing. I see the small membership of Florida knowing the overflow of qualified masseurs and masseuses in this State. I say congratulations to the few who are so courageous to come forward.

Georgia, need I say more. In my opinion, Georgia has given us and added more to this Association than has any two of the largest Chapters in all the States. I hope they send enough of these good people to our Convention and then we will all learn what I mean.

Idaho, congratulations for your fine efforts!

Illinois, and here again is a State that has given much and asked so little in return. Two of the most outstanding members who have given so willingly are our Editor, Charles W. Brooks, and too, Gilbert Schmitt, a man who is to be congratulated on his fine contributions to both State and National Association. Here, again I hope Illinois will send enough good men to our National Convention.

Indiana, hats off to Indiana. Here is a small group of people

who are really sincere. Just attend their meetings once and you will know what I mean. The two outstanding are Mary A. Felton and Vera Setty, and with the assistance of other good members they are making a wonderful Chapter there in Indiana.

Iowa, this is where we hope to make history in the year 1954—August 5, 6, 7 and 8th. Iowa has a comparatively small chapter, but folks wait until you see what they have accomplished. Be there and witness one wonder of the world.

Kansas, congratulations. For a while we thought you had vanished. Now we have the good news that you are back again. Please send your delegate to the National Convention to prove your sincerity.

Kentucky, congratulations on your wonderful improvement. We hope to see a good number attend our National Convention.

Louisiana, I know you can do better. Please attend our National Convention and we will help you.

Massachusetts, hello and congratulations. Especially to Anne B. White. Hope to see you at National.

Mississippi. Congratulations Mississippi. Please try to attend National.

Michigan. Welcome to the National Association. I am happy to see Mrs. Emma Schultz.

Montana, congratulations. Hope to meet you people at the Convention.

Missouri—are you from Missouri? You will have to show us by giving us a good turnout at National.

Minnesota—hats off to Mr. Courage of the year, William M. Henry.

Nebraska, congratulations to the few who are giving their all. Please send a good delegate to National.

North Dakota. Congratulations North Dakota. We would like to see you at National.

Ohio, congratulations. We welcome Oregon, congratulations to the

wonderful achievement this State come you to the National. has made in the past few years. Please send your delegate to National.

Pennsylvania, congratulations and hats off to that mighty fine group aided by Blanchford Jones.

Tennessee. What happened in Tennessee? Congratulations, hope you are on your way back.

Texas, congratulations. Special wishes to O. P. Cates, Jr.

Utah—good luck and have courage.

Virginia like Georgia has given us a wonderful support and untiring devotion throughout the many years in the existence of our Association. Hats off to Martha Savill.

Congratulations to Washington, D. C. Welcome to the Convention, Wisconsin, and now we come to the test State.

Here is a State with the largest membership of all. There is wonderful talent, wonderful personalities from this State—the great State of Washington. We would like to see them pool together and send their most capable members to attend the National.

If you haven't made plans to attend our National, make them now. If you haven't made your personal contributions toward your Association, make them now. Just think what a world of exciting experience can be woven into our leisure hours. It is during these times that we can actually mature, grow wise and look upon our horizon. It is largely during such times that the spiritual values of life are mature and we learn more about ourselves. Especially in our profession as we have so many wonderful people who are so conscientious about their work that they want to help others. We have many in our profession who are well matured for this great task of service to our public. His love, patience and ever-increasing knowledge through experience brought a trust and confidence in time that we could all be proud of.

EARL F. ALEXANDER.

(Continued from Page 1)

Stone from "practicing medicine without a license" while "holding himself out as a chiropractor."

The board had leaned heavily upon the testimony of two informers who had undergone treatment by Stone in order to gather evidence. One of the informers, engaged by the board, had practiced chiropractic for 13 years.

The board chose between the testimony of witnesses who said Stone had practiced chiropractic and those who said he only gave massages. Witnesses drew a contrast between the effect of massage of the muscles and adjustment of the spine.

The action against Stone is one of a series of six scheduled for hearing in Caddo district court during the next week to determine whether the board shall be granted injunctions. None of the actions allege criminal violations.

Shreveport, La.,
643 Egan St.
May 10, 1954

Dear Mr. Carlson:

We thought this decision be of interest to you. As you see the Judge was fair and ruled that by holding out to the public as a Masseur, we were not violating any medical practice act.

Sincerely,

J. B. & Elizabeth Stone.

IN ANSWER TO WHAT WILL YOU HAVE

My formula for questioning our new Patients. I always have a note book ready for my questions and answers. My questions are something like this:

Name
Address
Doctor
Weight
Cancer
Diabetes
Tuberculosis
Heart

B/P Reading: Take blood pressure last, as this gives the patient time to relax some.)

Complaints: (Complains of pain felt at back of thigh, running down inside of leg.) Appears sensitive to touch.

Remarks: Patient states she has Sciatica, and headache at intervals.

When questioning the patient I always study the skin, muscles, posture, etc., and always chart it this way: Posture apparently poor. Skin appears dry and rough. We keep a chart on each patient.

To me this isn't diagnosing. May we hear from others on this subject.

When charting always use words as: **Apparently, Appears, or Patient States**, etc.

By Mrs. Evelyn MacPhee,
R.N., R.P.T.

ATTENTION ALL A.A.M.M. MEMBERS

Notice to all members of the A.A.M.M. This is a retraction of the article appearing in The Masseur, in April:

MALPRACTICE INSURANCE

The Company that Dr. Swanson was writing malpractice insurance policies for have canceled their contract with her and have drawn up a new one with the Illinois Chapter of the A.A.M.M.

Twenty-two (22) members of the Illinois, Iowa and Indiana Chapters have agreed to have protection written on their business just as soon as the new policies can be drawn up.

The contract with the Illinois Chapter has already been approved by the State of Illinois at Springfield. So just as soon as the policies can be printed they will be ready for the membership.

This policy is offered to the entire membership in the forty-eight (48) States and will be handled through our National Secretary if voted on.

Earl F. Alexander,
President
National A. A. M. M.

Mr. Carlson
Wm. F. Swanson
Masseur



Humorist Will Massage Audience With Verbal "Mirthquake"

Arthur (Art) Briese, Humorist, Writer, and Human Relations speaker of Hot Springs, Arkansas will address members, ladies, and guests of the American Assn. of Masseurs & Masseuses at the National Convention dinner in the Blackhawk Hotel, Davenport, Saturday evening, August 7. His announced subject is "Skulduggery At The Old Crossroads."

Committeemen along his trail from coast to coast report much popping of buttons from the operations of this unusual speaker and entertainer. Some suggest that first aid be kept on hand for members of his audience who pass out from the effects of laughing gas.

Mrs. Evelyn Shubert says that everyone she has asked about Briese immediately burst into such uncontrollable laughter that she has been unable to get a clear idea as to just how Art does it. "Evelyn" promises, however, to have a bevy of beautiful seamstresses scattered among the diners replacing buttons as fast as they pop off. Also a few doctors ready to operate at the first pop of a but-

ton, and an ambulance at the door to rush any serious casualties to the nearest hospital.

It looks like skulduggery at the old crossroads, and a record attendance is anticipated. Reservations should be made well in advance for this hilarious 'mirthquake.' Some predict that if the old adage "Laugh to grow fat—massage to grow slim" is true, the gross weight of members and guests will increase a ton or so during the program.

NEW MEMBERS FROM AUGUST 1953

Amalia Ladig, Florida
Marie M. Stone, Washington
Gertrude M. Weingart, Illinois
Robert D. Jones, Utah
Hazel Davis, Illinois
Ed Shenko, North Dakota
Rachel L. Gustafson, N. Dakota
Stewart T. Piper, Washington
George D. Gammon, California
Louis Hanson, Montana
Samuel Dahlgren, N. Dakota
Victor Dahlgren, N. Dakota
Raymond F. Davis, Ohio
Paul D. Whitmyer, Ohio
C. A. Tyler, Oregon
Anna Blank, Utah
Dr. Kinsinger, Ohio
Cline Staples, Washington
Jess C. Williams, Washington
Geneva Louise Tremaine, Wash.
Willard J. Van Slate, Wash.
M. Percier, Iowa
Lillian McFee, B. C. Canada
Edward Pomes, Indiana
Myrtle Bourrell, Indiana
Ruth Love Ball, Montana
David Schnied, Oregon
Blossom Gladys Hendricks, Wash.

Ama Nichols, Tennessee
Gene F. Stanley, Washington
Hettie E. Adams, Washington
Mary L. Estabrook, California
Glenn D. Carlson, Georgia
Bennie J. Adair, Virginia
Albert E. Dahlgren, N. Dakota
Mildred T. Bakke, N. Dakota
Philip R. Janssen, Washington
Hilde Klinkhardt, Wisconsin
Harold W. Forth, Ohio

Victor Allen Markus, Wash.
Millicent D. Markus, Wash.
Frank Persitza, Jr., Wisconsin
Myron J. Gilbert, Nebraska
Vivi F. Hopponen, N. Dakota
William M. Henry, Minnesota
Martha Bjornseth, N. Dakota
Edward J. Caron, Canada
Harry D. Anderson, Illinois
Nettye M. LaMoyne, Illinois
Leonard Neels, N. Dakota
Don A. MacPhee, Colorado
Dorothy M. MacDonald, Arizona
Thomas F. Lloyd, New York
Elwood A. Anderson, N. Dakota
Dr. Roy Street, Montana
John S. Wasnick, New York
Gladys B. Neels, N. Dakota
Ray E. Campbell, Illinois
Tadao Itami, Idaho
Gail Poth, Arizona
Henry Knie, Idaho
William Perkins, Washington
Ellen E. Wilson, Mississippi
A. Jean Wells, Illinois

EXTRA! EXTRA! ORGANIZE! ORGANIZE!

We have repeatedly warned masseurs and masseuses in the various states to organize and seek massage legislation before it is too late. Now comes news from Louisiana where the masseurs and masseuses have waited too long, now a bill is being presented by the medically trained physical therapists to include all masseurs and masseuses and to require them to be graduates of a medically approved school, the enforcement of this bill will be by the state board of medical examiners. What chance do you think the massage practitioners will have in this state? Need we say more?

I know no safe depository of the ultimate powers of society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion by education.

FLORIDA STATE CONVENTION

This is a part of the lecture given at the Florida State Massage Association's Convention, Jacksonville, Fla., May 1st, 1954, by D. S. Carlson, National Secy.-Treas.

Are We Isolationists?

Do we feel so secure within your own state and think nothing can happen to you just because we now have a massage act in force? Our National problems clearly demonstrate we cannot be isolationists. What affects one state will eventually affect another state. Legislating the massage profession out of business in one state after another, will surely have its impact on the profession as a whole, and weaken your own position no matter how strong your state organization may be. No state organization can be considered strong without National Affiliation. Division in our ranks makes it possible for others to rule us and ride herd on us. We must be banded together or be relegated to the background and lose our identity.

What About Public Relations?

It is the desire of the A.A.M.M. to assist the public in understanding our common problems. If there is no way for the public to select reputable and qualified technicians then the public cannot be blamed for our lack of prestige. Neither can the public be blamed for not knowing what a masseur or masseuse is or represents. Millions of people do not know anything about our profession and therefore go elsewhere for treatment. It surely cannot be news to us that most every other healing profession has embraced physical therapy in some form. All of these folks are helping make our techniques popular. But who gets the credit? We wish to be friendly with all healing professions, but we do not wish to be subservient to them in a manner some would like us to be. We must stand on our

own feet and not depend on others.

The fact that massage is one of the finest arts known to man for the alleviation of pain and distress, and has proven its worth for centuries, is no guarantee that we as Masseurs and Masseuses will be permitted to practice this art in the face of present pressures and indifferent technicians.

Very few people understand that massage is a scientific treatment, many manipulations are very intricate and far reaching in their effect, **but does the public know it?** The common expression around health clubs is, **rub down.** Of course many apprenticed trained health club operators give nothing but rub downs, and do not recognize or understand where the difference lies between a rub down and a massage. His training has not embraced any of the intricate manipulations. Now what have we done to correct those who would apply the term rub down to a massage treatment? Nothing.

If we wish the massage profession to be recognized as one of the healing professions then we **must** lift our standards and ethics to a higher level. If we let things slide as we have done in the past then we can expect to be dragged down to the level of those who seek to imitate the massage profession.

A few masseurs and masseuses whether through ignorance, incompetency or dishonesty have given the public some reason to believe they have been paying for something they did not receive. The result being that suspicion has been thrown on the whole profession.

To have well trained technicians is very important, but to have a well informed public means a successful practice and a respected and honored profession.

The A.A.M.M. is the first massage organization to nationally assume the responsibility and take the initiative, to educate and inform the public through its state

chapters and members as to what massage can really do for them. The establishment of state chapters with qualified, reputable members and affiliated with the National A.A.M.M. is making this program possible.

Masseurs and masseuses have some advantages over other professions inasmuch that we cover such a wide field of usefulness.

For those who wish to keep fit we have the health club program.

For those interested in reducing their weight we have the reducing establishment.

For the paraplegic and all types of paralysis cases we have the rehabilitation center.

For those with colon problems we have the colon therapist.

For those with foot troubles we have the foot correctionist.

For those with extreme toxemia we have the hydrotherapist.

Then we have those who specialize in zone therapy and reflexology and there are many more. One can hardly visualize the many possibilities of our profession. Do we not see with the knowledge we have our first obligation is to the patient and not to some school of thought. We cannot be bound by the traditions of our other professions, we must set our own policies and establish our own ethics.

Electric therapy is a valuable adjunct to massage, but we fear many of our technicians are attempting to substitute electric devices entirely for hand massage. If the present trend continues we are in danger of losing our identity as masseurs and masseuses. If we use nothing but electric devices on our patients it will not be long before we will notice a dwindling away of some of our regular patients. All other healing professions use these modalities so what have we to offer that they do not have?

A wise masseur or masseuse will incorporate a little massage in some form with every treatment even if it is for only two or three minutes.

Most every good technician has had some patient say to them, at sometime, "I wish I had known about you before." It makes one feel good to hear a patient say that, but it should also make us feel ashamed that we have done such a poor job on acquainting the public with our profession.

Do people in general class you with some questionable character or operator? If their experience with a so-called massage operator has been unfavorable, what reason would they have for thinking you are any different? Can we not see the importance of having some mark of distinction that would set all reputable technicians apart from the unscrupulous operator?

There are nine steps that can be taken that will help tremendously to solve some of our problems — they are as follows:

1. Join the A.A.M.M. and form a chapter.
2. Select men and women of integrity with leadership ability as your officers.
3. Accept only reputable and qualified masseurs and masseuses as members.
4. Display the A.A.M.M. emblem in your office or on your office door window.
5. Display the small decal emblem in the window of your automobile showing membership.
6. Use emblem on all your stationary and advertising showing membership.
7. Group all members in each individual city or town under the emblem in the classified telephone listing and individual ads.
8. Wear your lapel pin on your coat or uniform and be proud of it.
9. Order a supply of "Little Known Facts About Massage." Place them on a table in your reception room with a small sign saying, "Take one they are free." Or mail them out to prospective patients or patrons.

After we have done all this it

would not be long before the unscrupulous and the poorly trained operator would be put in an embarrassing position, as well as recognized by the public for what they are supposed to be.

How often have we all experienced the embarrassing situation when a patient moving to, or visiting another state or town, would ask us to refer them to some qualified and reputable technician, and we could not do so. All because we had no registry of technicians that we could refer to. The A.A.M.M. now has such a registry.

Now as to future and its possibilities and the goal we hope to achieve.

1. We are seeking national legislation as you would seek state legislation.
2. We are establishing a national registration committee.
3. We are to list as soon as possible approved schools and colleges and whether they give diplomas or certificates, or confer degrees and titles.
4. We are seeking low cost malpractice insurance as an association, the more that apply for it the lower the cost.
5. We have started a placement dept. to help in the transition of technicians who desire a change of location or employment.
6. We plan to keep a record of all top authorities available as speakers and as demonstrators of outstanding techniques.
7. We are planning more tri-state meetings and clinics like we now have with Illinois, Iowa, and Indiana. We also want a more liberal exchange of techniques between members and state chapters.
8. We will at intervals publish interesting case histories and detailed information on how to administer successful techniques.

There are many more possibilities that we could mention but

space will not permit. Very little will be accomplished if we do not have the cooperation of every reputable technician who depends on the massage profession for a livelihood.

TRI-STATE MEETING

The Tri-State meeting of American Association Masseurs and Masseuses was held at Hotel Le Claire, Moline, Ill., April 25, 1954, comprising of Chapters from Indiana, Iowa and Illinois. The Illinois Chapter was the host chapter.

We wish to thank Mr. F. Gilbert Schmitt, the president of the Illinois Chapter and his wife for such a fine meeting. The meeting was opened by Dr. Charles W. Brooks, who gave the invocation; minutes of the last meeting was read by the Secretary-Treasurer, Arthur D. Melson and approved by the chapter. Correspondence and new business were the order of business. Letter was read from Miss Patricia Ferro informing the chapter of the death of Mrs. Fern Lawson Davis, one of our good members. Miss Ferro has taken over Mrs. Davis' business. We extended to Mrs. Davis' husband and family our deepest sympathy.

D. S. Carlson, Sec'y-Treas. of National American Association Masseurs and Masseuses letter of April 20, 1954 was read. National President, Mr. Earl F. Alexander gave a report and requested everyone to send Mrs. Martha Savillo, 539 Warren Crescent, Norfolk, Virginia a card, who was injured sometime ago. Mrs. Savillo is one of the Chapter members of the National Association, also one of the National Association Directors. Miss Irene Harness, 5053 W. Sulphur St., Chicago 44, Ill., was injured in a fall about two months ago. Let's cheer her up—send her a card.

Floy Brownlie, President of the Iowa Chapter gave a talk on the coming convention. Asked the help of every member and what they would like at the coming convention. Evelyn Shubert, Sec'y-Treas.,

Iowa Chapter, 502 W. 6th St., Waterloo, Iowa asked help about the advertising for book at coming convention. Everyone at meeting said they would help. Send her the name of their supply houses. Just received a letter from Mrs. Ella E. Blodgett, 1404 E. Clark St., Charles City, Iowa, April 27, 1954, telling rates in booklet. Those interested in placing an ad in booklet. \$30.00, full page; \$15.00 half page; \$5.00-\$10.00, smaller ads. Anyone placing an ad will receive a copy of the booklet. Let them hear from you.

Chas. W. Brooks made a motion and seconded by Martin Weinrich that the Illinois Chapter take a full page ad in booklet for the coming convention. F. Gilbert Schmitt, president, asked how many had malpractice Liability Insurance. If the chapter would be interested in it. Had Harvey T. Johnson and Bernard Moran tell about the Illinois Casualty Co., of Moline, Ill. Marc F. Koenig said he would go to Springfield, Ill., and ask the Insurance Dept. about the Company. Those at meeting were asked how many would be interested in it. There were 22 hands raised for it. Their names were taken at door by Mrs. Schmitt.

Application of A. Jean Wells, 333 Main St., Peoria, Ill. was turned in by Earl F. Alexander. Guests at meeting were: Bessie Smith, 20 S. Clinton, Iowa City, Iowa, Mr. and Mrs. Paul C. Juist, 700 14th Ave., Fulton, Ill., John H. Coe, 560 19th Ave., Rock Island, Ill., Jim Williams, 2422 7th Ave., Rock Island, Ill., Myrtle E. Shirbon, 417 Garden St., Iowa City, Iowa, H. F. Minor, 448 11th St., Silvio, Ill.

Seven members from Indiana, five from Iowa and 23 from Illinois were present. Wish to tell you that Dr. Esther C. Swanson of Chicago, Ill., is not a member of the A.A.M.M. that was in the "The Masseur" April's issue this was a mistake. The next meeting June 27, 1954, Joliet, Ill., election Arthur D. Melson, Secretary-Treasurer.

NEWLY ELECTED STATE CHAPTER OFFICERS 1954-1955

Oregon

Ruth Olson—President
David Scheid—Vice-President
C. A. Tyler—Sec'y-Treas.

Officers elected for the Seattle Local May 2, 1954:

John A. Murray, President
Regina V. Williams, V-President
Phillip R. Janssen, Secy.-Treas.

Officers elected for the Spokane Local May 22, 1954:

Leston T. Short, President
George N. Rogers, V-President
Freeland E. Bloom, Secy.-Treas.

QUOTES FROM NEW MEMBERS

May, 1954

Dear Sir:

I attended the convention of the F.S.M.A. at Jacksonville on May 1st and 2nd and thoroughly enjoyed your talk on the good that the A.A.M.M. has to offer us. After having perused your literature very carefully I have decided to affiliate myself with this organization.

A. L., Florida.

—o—

March, 1954

Dear Sir:

Thanks for small decal. Received the nice pin, certificate, copy of Constitution & By-Laws. If there is a convention within reach would like to attend it. Hope we can interest more Canadian Masseurs & have Canada better represented.

L.M.F., Canada

—o—

March, 1954

Dear Sir:

Please send me an application form from your organization. I believe we should have an organization that will stand for better education in massage as well as honesty. We need a National organization for the protection of

the better masseurs. Could Montana have a state chapter?

Dr. R.S., Montana

—o—

March, 1954

Dear Sir:

Please send me application, cost, etc., for membership in the A.A.M.M. as I am interested in becoming a member.

D.McP., Colorado

—o—

March, 1954

Dear Sir:

Please send me information on joining the A.A.M.M.

F.C.L., Arizona

—o—

March, 1954

Dear Sirs:

I am a graduate Masseur from the W.U. of S.D. Calif. and would like to know more about your association. We expect to get started into our own business soon as possible.

H.H.McW., Calif.

—o—

March, 1954

Dear Sir:

Please send me information and application forms.

O.M.S., Idaho

—o—

March, 1954

Dear Sir:

We hope to get our organization work done before August 1st in order to start the year with the A.A.M.M.

M.B., Idaho

—o—

March, 1954

Dear Sir:

Please send me information on the National A.A.M.M. organization and also an application form.

J.L., Arizona

—o—

March, 1954

Dear Sir:

Please send me more information. Thanking you for your cour-

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tesy and promptness in this matter,

D.&B.S., California
—o—

April, 1954

Dear Sir:

I will greatly appreciate information and literature concerning your organization.

A.LeC., Colorado

LOST ART

At a meeting of the Eastern Section of the Athletic Trainers Ass'n held in New York City, Jan. 25, a pertinent statement was made by Marvin Nal Stevens, M.D. who was a former coach at Yale, N.Y.U., author and staff member of the New York Athletic Commission.

We quote, "Massage by hands is a neglected art, no machine will give you the feel of congestions in the muscles."

What has become of the Masseurs and Masseuses who in the past have used their hands to manipulate the body. It is not only a neglected art but also a forgotten art by many who now parade as massage technicians.

UNEMPLOYED?

Wanted in Phoenix, Arizona, 2 qualified and reputable operators for a reducing establishment. Living quarters plus \$50.00 weekly to begin with. If interested write to D. S. Carlson Sec'y-Treas. National A.A.M.M. 203 E. 2nd Ave., Rome, Ga. for more information.

Life is a short day; but it is a working day. Activity may lead to evil, but inactivity cannot lead to good.

For health and the constant enjoyment of life, give me a keen and ever present sense of humor; it is the next best thing to an abiding faith in providence.

CONGRATULATIONS are due Jack Tippet, former Peoria, Ill. boxing promoter, who has scaled his handicap of blindness to rank as an authority on physical therapy. In recognition of his book "Tippet's Physical Adjustment Massage," and his work in the field, the International Academy of Physical Therapy has awarded him its "honorary degree of doctor of science."

Mr. Tippet's book is found in the libraries of many cities and colleges. It was published three years ago.

Editor's Comment:

This is the man that our late secretary Chas. Williams, refused membership in our organization. The Illinois Chapter has made him an Honorary member. Not only has the Academy awarded him this degree, they are going to use his book as a text in their college. I think we are very fortunate to have a man of his caliber associating with us.

Advertisement—

Physical Therapy Department
Dear Doctor:

Tippet's Physical Adjustment Massage, is we think, the best and most modern instruction book in the field of Physical Therapy.

The physiological action of the treatment on disease and physical ailments is of valuable importance to your department. This informative book contains just the advice and information necessary to obtain the best results in this field.

The author and publisher has devoted one-half century with and for medical doctors as a masseur, in hospitals, office and family homes and is nationally known for results.

Orders have been received from college and professional coaches, high schools, public libraries, universities, physical therapy and massage organizations, drugless

schools and medical doctors from all over the United States as well as several foreign countries.

Here's what they say:

"I consider your book on massage the best ever printed." —Dr. J. Brown Neil, Principal, Anglo-American Institute of Drugless Therapy, Bournemouth, England.

"Most informative and descriptive publication on drugless therapy and physical massage." —Dr. W. L. Corey, Secretary, International Academy Physical Therapy, Inc., Hollywood, California.

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J. C. TIPPETT,
Jefferson Hotel,
Peoria, Illinois.

TECHNIQUE OR SKILL

Nowhere is initiative and enterprise encouraged more than in the United States, but when a man or woman tackles a job or profession for which they are not qualified by nature, then their efforts become plain foolishness.

Massage is a real art, and the ability to make a real success of this art you must have a natural adaptability and hands that have that healing touch. No amount of training will give this to you. Massage cannot be picked up overnight through some correspondence course, and course, and yet, we have known of many a correspondence school graduate who has made a real success of this art, because they were endowed by nature for this work. A natural adaptability with proper training and a love for this art will in all probability mean a successful practice.

The moral of this admonition is, don't tackle any job that calls for a skill you do not possess.

RECENT CONCLUSIONS IN MALNUTRITION

By Doctor Royal Lee
America's Leading Authority on
Nutrition

Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, at Hot Springs United Nations Food Conference, has just commented that improved nutritional standards would "add ten years to the virile life span of the average human being." That is probably an understatement: I have always made it 20 years. But men in Dr. Parran's position must lean to conservatism.

Whether it is 10 years or 20, it is a terrible indictment of American intelligence and initiative for our state of nutrition to be discovered in this position. The economic loss of this productive man power alone means half as much annually as the annual cost of our participation in the World War. It is a staggering sum, calculated in dollars, even to those conditioned to the astronomical figures of modern finance. It would, in one year, have built a comfortable modern home for each and every man who was unemployed in this country in 1933.

We have drifted into this deplorable position of national malnutrition quite inadvertently. It is the result of scientific research with the objective of finding the best ways to create foods that are non-perishable, that can be made by mass production methods in central factories, and distributed so cheaply that they can sweep all local competition from the market. Then, after there develops a suspicion that these "foods" are inadequate to support life, modern advertising science steps in to propagandize the people into believing that there is nothing wrong with them, that they are the products of scientific research intended to afford a food that is the last word in nutritive value, and the confused public is totally

unable to arrive at any conclusion of fact, and continues to blindly buy the rubbish that is killing them off years ahead of their time.

Until 60 years ago, bread was made from locally ground wheat. The milling industry became centralized, mass production methods were instituted, bleaching was invented to improve keeping qualities of flour, and the downhill trend of public health began that would have been far more obvious had not medical discoveries and improvements in sanitary science offset in considerable degree the otherwise astonishing increase in death rates from diseases now attributed to mineral and vitamin deficiency. Most of the ills of the human race are either in the class of the degenerative or infectious diseases. So we can easily see why Dr. Parran arrives at his conclusion.

If the American people were confronted with a war with a foreign enemy, so powerful in a military sense that it could slaughter two million people a year, it would be a major and primary national problem to lick such an enemy with all possible haste. But malnutrition can kill this number yearly, and modern advertising science, with the volunteered assistance of modern organized medicine, works hand in hand to keep the people in the dark and keep the dollars flowing into the coffers of the makers of devitalized, "foodless" foods.

In Canada, an honest and conscientious administration has obtained the passage of a law prohibiting the adulteration of wheat flour or bread with any synthetic substance in recognition of investigations that have shown such mixtures were definitely more harmful than the flour was before enrichment. In this country, however, the advertising propaganda power of the chemical industries is so influential that the American people have been humbugged again, and are eating this new rubbish with the same gusto that they have been exhibiting for 40

years for digging their graves with their teeth.

The Canadian law says that if a high-vitamin bread is to be sold, it must contain the original vitamins of the wheat and not an imitation. In this country, the people are fooled by the advertising propaganda; but the bugs that can only live in high-vitamin flour still leave the enriched flour alone, for they have not had the opportunity to read the advertising.

Enriched flour is so called because a few synthetic factors are added to replace several times as many natural factors. This serves to aggravate the effects of deficiency of those factors not added. The most important result of this aggravation is the development of liver disease that arises from the lack of the lipocic group of the B complex. The patient develops allergies, angina pectoris, arteriosclerosis, diabetes, or gall bladder disease; and in the dog-feeding tests on enriched flour, the animal had the tendency of becoming senile in deportment and dropping dead suddenly in their tracts, just as the middle-aged business man often dies, as reported daily in the papers.

I may appear to be overly radical in my remarks but I should certainly be a Casper Milquetoast if I failed to make my point here, when the conservative statement made by Dr. Parran must be interpreted to mean that 2½ million people a year die 10 years too soon from malnutrition itself. If the truth itself is radical and hard to believe, it is not a circumstance of my making. And there can be no doubt of the truth. It is becoming more apparent every day.

The really serious part of the picture is that those who are charged officially with the job of enforcing the regulations regarding the truthfulness of advertising and labeling are under such political and commercial control that they are actually stopping the advertising of vitamins and mineral foods, and factual statements as to their effects are not

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permitted to be made in advertising and labeling unless they conform to the "consensus of medical opinion," while simultaneously the labeling and advertising of foods that fail to supply nutrition are blatantly setting forth such misstatements as, "white bread is wholesome," and that "synthetic vitamins are the same as the natural."

As to the status of synthetic vitamins, it is exactly the same as that of any synthetic food; they are dangerous. Any thinking person would certainly look askance at any synthetic imitation of a natural food. Dr. Casimir Funk, who originally discovered the method for concentrating vitamin B and invented the word, "vitamine," to describe it, says that the "synthetic product is less effective and more toxic." The same opinion is held by any physician who has tried both synthetic and natural products.

If you have any doubt as to the possibility of synthetic vitamins being dangerous, read the report on the tests of the effects of vitamin D as compared with the natural in 500 human pregnancy cases. All the cases given the synthetic products with calcium had definitely calcified and diseased kidneys, shown by X-ray examination, while those given the natural product had no observable change in the kidneys whatever. This is reported in Dr. Weston A. Price's book "Nutrition and Physical Degeneration."

What are the effects in general of these devitalized foods?

First, is the degenerative changes that end in the sudden or gradual death of the victim, usually put in the category of heart disease, high blood pressure, and probably cancer.

Second, is the lowered resistance that shortens the life span and permits the continual attacks of disease germs of the various kinds that may be anything from pyorrhea to pneumonia.

Third, is the fatigability that is

characteristic of the deficient person which steals his living hours and makes his life miserable and non-productive, instead of happy and prosperous.

Fourth, and last, is the degeneration of sex function of both sexes, that is actually and definitely bringing on what Theodore Roosevelt termed, "Race Suicide." We, as a nation, are being unquestionably castrated, little by little, through our use of foods that have been tampered with—let us say, denatured and devitalized. Therefore, we, ourselves, become devitalized. The deficiency of every vitamin has some part to play; there is no special sex vitamin. The female of the species pays the biggest penalty for our ignorance.

Now, the last question is—how can we avoid these deficiencies?

We must first select our foods with meticulous care. Eat no refined sugar or white flour, or products containing them. Use honey, brown sugar and maple syrup only, as sweets. Use fresh ground wheat or other cereals exclusively, as the vitamins in wheat or other grains become oxidized in a few days and freshness is the only guard to wholesomeness. The flavor of whole wheat changes day by day after grinding, like coffee. The finer it is ground, the faster the loss of vitamins. Many people find the answer in a home grinder that can often be obtained at a low cost from department stores.

Use only real butter—avoid oleo. For cooking, use peanut or corn oil, if possible. Pasteurized milk is relatively useless as a source of the calcium it is so well recommended for, because pasteurization destroys the enzymes that are necessary for the assimilation of the calcium; so insist on raw certified milk exclusively.

Citrus fruits are not dependable sources of vitamin C unless fresh. Oranges may be devoid of this vitamin if more than 3 months old. They are now stored in air-

conditioned warehouses for three times that time, in many cases, without obvious alteration in texture. Leafy vegetables can lose all their vitamin C in one week of storage, so your only dependable source of such foods is the roadside farmer or your own garden.

Meat, today, is carried in cold storage until its vitamin content is only a vestige of its original value, so fresh fowl and fish are the best from a vitamin standpoint.

If you have children to feed, whole wheat as pancakes, with honey, or whole wheat cereal made by cracking wheat in a home hand grinder should be a basic food for the morning meal. Peanut products, fresh roasted or as peanut butter, are a basic high-protein food that can substitute for meat in these days, in diets for children.

The British Army, when Wellington licked Napoleon, was fed a ration of one pound of wheat daily per man. It had never had a healthier record. No other food was issued; the man who got tired of wheat could find a civilian to trade with for something else. He had his choice of making it into bread, eating it raw, or as a cereal.

Potatoes, like wheat, can support human life indefinitely, if eaten boiled, but not mashed. Mashing exposes the vitamin C to air, causing its destruction in ten minutes. Potatoes have about 1/3 of the vitamin C content of oranges and are a valuable source of that vitamin. Tests in Irish potatoes have shown that men fed potatoes alone for 90 days gained weight and were apparently in better condition than when they began. Bananas, too, can be used as a single food, containing everything needed by the human economy.

So, we can list as basic dependable foods—milk, wheat, potatoes, bananas. Each will support human life alone, if not devitalized by tampering in the hands of middlemen. Fresh meat will also stand in

this category, too, as proved by Steffansson.

Children will overeat of carbohydrate foods if given the opportunity to have access to devitalized products. Candy made with refined sugar is not self-limiting to the human appetite like the natural honey. That is why sugar can cause such destruction to health, for it fills the stomach without affording complete nutrition. It is far cheaper in the end to buy the higher priced wholesome foods than to pay the doctor and dentist for services after the damage is done.

NEWS FROM HERE AND THERE

Los Angeles—400,000 gout cases in U. S. with men outnumbering women 20 to 1 will be experimented on with atomic water. (If I had the space I would tell about another gent from Texas that was selling atomic water—he is in jail.)

DID YOU KNOW—

There are more bar maids in the U. S. than nurses . . . that the American Nurses Ass'n now has 177,000 members and each of them pay \$5 for a public relations program . . . That the trend of medicine (now that it is apparent that socialized medicine is dead) will be toward compulsory health insurance.

THIS IS NOT NEW

The average practitioner lives in a very small world and his interests are mostly selfish, personal, and confined to his or her locality. You can not be expected to see the national picture as it actually exists. But why shake your heads and deny the facts when they are presented exactly as they exist? Perhaps as ostriches we will meet with greater success.

MULTIPLE SCLEROSIS

The April copy of the "Mas-seur" has an article on Multiple Sclerosis. The Editor's note asked for comments on this article, and since I didn't know just where to send this, I am sending it to you and will appreciate your forwarding it if necessary.

Nerves are my specialty, and I take a great interest in Multiple Sclerosis as I have several patients with this disease.

Multiple Sclerosis means many scars. The Myelin seems to wear away and leaves the nerve bare, just as insulation on an electric cord will wear away and leave the wire bare; this forms into scar-tissue. While passive gymnastics are beneficial, it requires more than that. The massage must be a deep massage to remove the nerve blocks and really get results.

Several Medical Doctors and myself have worked out a solution and procedure that has given excellent results. There is no cure, but a good Therapist can give a lot of relief and also improve the condition of the patient.

First, the patient must be given a firm massage, superficial massage does not help much. You have to get down deep into the muscles where the trouble lies, observing for nerve blocks. These blocks must be taken out. This is followed by nerve tracing, also by slapping. Nothing helps a nerve more than a good slap. In slapping, or cupping, you must follow the nerve down, not toward the heart, but away from it. Nerves will not grow together, but you can stimulate from Nucleus to Nucleus.

Mrs. J. M. came to me for the first time about six years ago. The case report goes as follows: Age 30 years, condition—not able to take care of her three children or do her house work. She had to be helped in and out of difficult places. She had a lady to do most of the house work and care for the children.

I started treating her, and by the end of three months she was doing her own house work and caring for her children with just occasional help. At the end of six months she was doing all her own work in the house and in the care of her children. She still has to take treatments, but only twice a month. The nerve blocks keep coming back and I take them out, but she can go out and enjoy herself, and even dances quite often.

Mrs. J. M. went to the Multiple Sclerosis Clinic in Tacoma, Washington, where they change the chemical action of the body to that of a Diabetes patient, and thereby get some relief. In this action the chemical content of the body changes. Several cases have been brought to my attention, and they improve for a while after being treated in this way, but gradually deteriorate later. This chemical change is not as yet recommended, but it may some day be the answer—we hope. Mrs. J. M. says herself that the Therapy treatments give her more relief by far than the chemical change. (Multiple Sclerosis patients who have had this chemical change are harder to help by massage than those who have not.) Mrs. J. M. is in good spirits and able to enjoy life.

Another patient, Mr. L. T. first came to me about three years ago, and has had no chemical change treatment. He weighed 145 pounds at that time and was given the same treatment as Mrs. J. M. He now weighs 180 pounds. When he first started taking treatments he had to be helped about, and was waiting to die. Now he works for the Great Northern Railway, raises a large garden, drives a car, dances, and is happy. He is taking treatments every two weeks now. So we can be of help in Multiple Sclerosis, although no one as yet has a cure. The foregoing are two instances, I have several others at this time.

In this procedure the patient MUST leave all cigarettes, choco-

Multiple Sclerosis
W. H. S. A. C.

late, and alcohol alone. It can be noticed at once in their condition if they touch any of these.

Patients with this disease must be co-operative to obtain good results. I have other Multiple Sclerosis patients, from some just starting, to those who will not obey orders.

It would be impossible to state a set course of procedure to follow, as each case is different. Perhaps if we will all pool our knowledge of this disease, and share any new developments that we experience, we will be able to come up with better methods, and in the future, with the aid of Medical Science a lasting cure will be found.

Yours Truly,
Roy Street, BP. D.
620—2nd St.
Havre, Montana

PLOTS AND PLANS

N. Y. (A.P.) "Drug Firms see Old Age Rise as Boon to Industry . . . The industry believes that with 20 million Americans 65 years of age or more predicted for 1980, these preparations clearly offer the drug industry its most promising future." See—you can't get old without people plotting against your health—even 30 years from now.

Cost Of Supplies To Members and State Chapters

Large envelope for mailing

Masseur magazines	.02 each
"Little Known Facts About Massage," lots of 50	.02½ each
Large 7x7 Decal for your office door or window	.75 each
Small 3½x3½ Decal for your car window	.30 each
Emblem electro or cut to be used on your stationery and envelopes	\$1.25 each
Emblem lapel pins	\$2.00 each

SPECIAL NOTICE

All State Sec'y-Treas. are requested to send in from their members interesting case histories that may be of interest to the members in general. If we want an interesting and informative Masseur magazine it will be up to the members to contribute material that will keep it interesting. Your National Secretary-Treasurer will do all he can in cooperation with your editor Dr. Brooks to rearrange copy if necessary. So don't hesitate because you cannot find the right words to express yourself, give us the facts we will do the rest without changing the message you are trying to convey to your readers.

Happiness begins when you start to think of yourself last.

One way to be nice to your friends is to keep away from them once in a while.

LEGAL ADVICE

Bursting into the attorney's office a butcher demanded: "If a dog steals a piece of meat from my shop is the owner responsible?"

"Of course," said the lawyer.

"Well, your dog took a piece of meat worth half a dollar about five minutes ago."

"All right," said the lawyer without blinking, "give me the other half dollar and that will cover my fee."

Convention Dates and Place.

August 5, 6, 7, 8th, 1954. Blackhawk Hotel, Davenport, Iowa.

August 5th will be reserved for officers and appointees on committees.

August 6th and 7th will be for business, speakers and demonstrations.

August 8th will be set aside for entertainment and trips if any.

The above subject to revision and change if necessary.

A little love during periods of distress is worth more than adoration during periods of happiness.

She threw herself at him but her aim was bad.

She's awfully left-handed since she got that engagement ring. She's Vogue on the outside and vague on the inside.

That child has a bad memory, he only remembers things I promise him.

Their little girl's so smart she can go to the psychiatrist all by herself.

So much has been done to raise our standard of living but—has as much been done to raise our standard of thinking?

Temperance and labor are the two best Physicians of man. Labor sharpens the appetite and temperance prevents him from indulging to excess.

Even if you are on the right track you will get run over if you just sit there.

The fellow who waits for something to turn up may find that his toes do first.

Nature couldn't make us perfect, so she did the next best thing, she made us blind to our faults.

It is better to think a good thought about a bad man than an evil thought about a good man.

When a fellow sows some wild oats, he immediately starts praying for a crop failure.

The man who won't act his age usually is married to a woman who won't admit hers.

Man will do many things to get himself loved, but will do all things to get himself envied.